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Fit Hub secures $6.5M to expand tech-enabled health solutions in Indonesia

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Fit Hub aims to address the increasing obesity rates in Indonesia



Indonesian fitness startup Fit Hub has successfully raised $6.5 million to make health and wellness accessible to all Indonesians. The company received $3 million in seed funding in early 2022 from Global Founders Capital, Trihill Capital, and Goodwater Capital, followed by a $3.5 million seed extension round followed in December 2022, led by Wavemaker Partners, with participation from Trihill Capital, East Ventures, Gentree, and BAce Capital.

Fit Hub digitises the fitness experience and develops community-driven fitness centers, catering to the rising middle class seeking quality equipment, accessible facilities, and a welcoming atmosphere.

The funding will expand Fit Hub's offline and online presence, offering free workout content and e-commerce for healthy foods, apparel, workout equipment, and supplements. Fit Hub aims to address challenges in Indonesia, such as high membership fees and limited access to quality facilities, by opening 100 clubs by year-end. The Company continues to recruit talented individuals to join the expanding team.